Chapter 20 Print Advertisements

Section 20.1 Elements of Advertising

Digital Nation Activity: Ads on the Web

Directions Contextual advertising is an approach to advertising that displays specific advertisements based on the content of a Web page, on the keywords used to do a Web search, or on the content of an e-mail exchange. Contextual advertising may also be based on other factors, such as the user's geographical location and his or her search history. For example, a Web surfer reading a Web page about family activities may see an ad for a sale on children's clothing. In-text advertising is one form of contextual advertising. Use two different search engines (such as Google, Yahoo!, Bing, or Ask) to search the same keyword or phrase. Look for the links that appear at the top center or top right reading "Sponsored Sites" or "Sponsored Links." These are contextual ads and examples of search engine marketing (SEM). Answer the following questions.

1. Compare and contrast the contextual ads on the two sites.

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2. Click on a few results and evaluate whether the content on those sites is relevant to your search.

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3. Write a paragraph with your observations.

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